

PEOPLE

Rate Card # 16

7/16/82

Effective October 4, 1982

RATE BASE - 2,425,000

(Discounts)	<u>1X</u>	<u>10X</u> (2%)	<u>13X</u> (3%)	<u>17X</u> (4%)	<u>26X</u> (8%)	<u>39X</u> (11%)	<u>52X</u> (12%)	<u>78X</u> (13%)	<u>104X</u> (14%)	<u>130X</u> (15%)	<u>156X</u> (16%)
<u>BLACK & WHITE RATES</u>											
Page	\$33,300	\$32,635	\$32,300	\$31,970	\$30,635	\$29,635	\$29,305	\$28,970	\$28,640	\$28,305	\$27,970
2 Columns	26,175	25,650	25,390	25,130	24,080	23,295	23,035	22,770	22,510	22,250	21,985
1/2 Page	20,775	20,360	20,150	19,945	19,115	18,490	18,280	18,075	17,865	17,660	17,450
1 Column	13,860	13,585	13,445	13,305	12,750	12,335	12,195	12,060	11,920	11,780	11,640
1/2 Column	7,775	7,620	7,540	7,465	7,155	6,920	6,840	6,765	6,685	6,610	6,530
<u>2-COLOR RATES</u>											
Page	36,450	35,720	35,355	34,990	33,535	32,440	32,075	31,710	31,345	30,985	30,620
2 Columns	28,655	28,080	27,795	27,510	26,365	25,505	25,215	24,930	24,645	24,355	24,070
1/2 Page	22,760	22,305	22,075	21,850	20,940	20,255	20,030	19,800	19,575	19,345	19,120
1 Column	15,175	14,870	14,720	14,570	13,960	13,505	13,355	13,200	13,050	12,900	12,745
1/2 Column	8,490	8,320	8,235	8,150	7,810	7,555	7,470	7,385	7,300	7,215	7,130
<u>4-COLOR RATES</u>											
Page	42,950	42,090	41,660	41,230	39,515	38,225	37,795	37,365	36,935	36,510	36,080
4th Cover	55,835	54,720	54,160	53,600	51,370	49,695	49,135	48,575	48,020	47,460	46,900
2 Columns	37,185	36,440	36,070	35,700	34,210	33,095	32,725	32,350	31,980	31,605	31,235
1/2 Page	30,035	29,435	29,135	28,835	27,630	26,730	26,430	26,130	25,830	25,530	25,230
1 Column	20,035	19,635	19,435	19,235	18,430	17,830	17,630	17,430	17,230	17,030	16,830

PEOPLE

7/16/82

Rate Card # 16B

Effective December 27, 1982 and January 3, 1983

RATE BASE - 4,000,000

	<u>1X</u>	<u>10X</u> (2%)	<u>13X</u> (3%)	<u>17X</u> (4%)	<u>26X</u> (8%)	<u>39X</u> (11%)	<u>52X</u> (12%)	<u>78X</u> (13%)	<u>104X</u> (14%)	<u>130X</u> (15%)	<u>156X</u> (16%)
<u>BLACK & WHITE RATES</u>											
Page	\$54,930	\$53,830	\$53,280	\$52,735	\$50,535	\$48,890	\$48,340	\$47,790	\$47,240	\$46,690	\$46,140
2 Columns	43,175	42,310	41,880	41,450	39,720	38,425	37,995	37,560	37,130	36,700	36,265
1/2 Page	34,270	33,585	33,240	32,900	31,530	30,500	30,160	29,815	29,470	29,130	28,785
1 Column	22,860	22,405	22,175	21,945	21,030	20,345	20,115	19,890	19,660	19,430	19,200
1/2 Column	12,825	12,570	12,440	12,310	11,800	11,415	11,285	11,160	11,030	10,900	10,775
<u>2-COLOR RATES</u>											
Page	60,125	58,925	58,320	57,720	55,315	53,510	52,910	52,310	51,710	51,105	50,505
2 Columns	47,265	46,320	45,845	45,375	43,485	42,065	41,595	41,120	40,650	40,175	39,705
1/2 Page	37,540	36,790	36,415	36,040	34,535	33,410	33,035	32,660	32,285	31,910	31,535
1 Column	25,030	24,530	24,280	24,030	23,030	22,275	22,025	21,775	21,525	21,275	21,025
1/2 Column	14,005	13,725	13,585	13,445	12,885	12,465	12,325	12,185	12,045	11,905	11,765
<u>4-COLOR RATES</u>											
Page	70,845	69,430	68,720	68,010	65,175	63,050	62,345	61,635	60,925	60,220	59,510
4th Cover	92,100	90,260	89,335	88,415	84,730	81,970	81,050	80,125	79,205	78,285	77,365
2-Columns	61,335	60,110	59,495	58,880	56,430	54,590	53,975	53,360	52,750	52,135	51,520
1/2 Page	49,540	48,550	48,055	47,560	45,575	44,090	43,595	43,100	42,605	42,110	41,615
1 Column	33,045	32,385	32,055	31,725	30,400	29,410	29,080	28,750	28,420	28,090	27,760